



GSA Federal Acquisition Training Symposium

April 25 – 26, 2017
Huntsville, AL

Learn > Discuss > Connect

Interact

Overview: Office of Information Technology Category

Kay T. Ely
Deputy Assistant
Commissioner

Larry Hale
Director, Customer
Engagement Division

Office of Information Technology Category
U.S. General Services Administration



U.S. General Services Administration
OFFICE OF INFORMATION TECHNOLOGY CATEGORY

IT Category Overview

**Federal
Acquisition
Training Summit**

Presented by:



Kay T. Ely

Deputy Assistant
Commissioner
**Office of Information
Technology Category**



Larry Hale

Director, Customer
Engagement Division
**Office of Information
Technology Category**

Agenda Outline

- ITC Snapshot
- IT Category Management
- Recent ITC Initiatives
- Success Stories
- Customer Engagement

ITC: Snapshot

**Agency
Savings**
\$1.97B

**Agencies
Supported**
98%

**Small Business
% of \$ won**
37.6%

**Total \$ to
Small Business**
\$7.98B

**State and
Local
Partnerships**
\$784M

Customer-Centric



“Following a customer-centric model is absolutely paramount to our continued success”

- Kay T. Ely

ITC: CM Goals

- Increase efficiency and effectiveness
- Boost innovation
- Reduce contract duplication
- Generate volume & administrative savings
- Enhance data transparency
- Increase spend under management

ITC: CM Priorities

- Great Government Through Technology
- Support agencies with FITARA
- Improve how government buys IT
- Enhance speed/efficiency of acquisition
- Improve the quality/availability of management information

ITC Category Management Organization

**IT
HARDWARE**

**IT
SOFTWARE**

**IT
SECURITY**

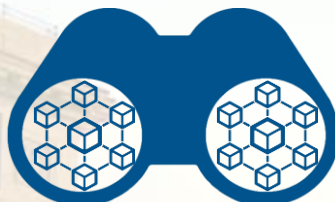
TELECOM

**IT
SERVICES**

Recent ITC Initiatives



**Highly Adaptive
Cybersecurity
Services (HACS)**



**Continuous Diagnostics
& Mitigation (CDM)**



**Geospatial Software
Solutions**



**Cloud
Computing**



Health IT



**Software License
Management (SLMS)**



Laptops/Desktops

Make Your Selection



FASt Lane



Startup Springboard



Roadmap

Great Government Through Technology



Streamlined Acquisitions

- Most IT Solution Sets Available
- Pre-Negotiated Contracts
- Reduced Procurement Lead-Time
- Direct Ordering Capability
- Access to World Class Industry Partners
- Supports Agencies' Socioeconomic Goals

ITC: Agency Engagement

- IT Category Management practices
- Promote Acquisition Gateway
- Category Management Leadership Council
- IT Category Leadership Council
- Lead IT Subcategory teams
- 'Best in Class' acquisition vehicles

Customer Engagement Division

Our vision: to be recognized for our expertise in customer relationship management, business development, and customer intelligence; anticipate and rapidly respond to government buying and market opportunities.

Our mission: to drive integrated, customer-focused business strategies and innovative processes across ITC's business lines to enhance the customer service experience and build long-term customer relationships.

Category Management Successes

- **Telecom:** Satellite Imagery/NGA
- **IT Security:** Risk, Vulnerability & Assessment/HACS
- **IT Software:** Crop Yields/Geospatial
- **IT Hardware:** Computers/Holocaust Museum
- **IT Services:** Military Health Systems Blood Donor Mgmt System/DHA

THANK YOU



Where to Learn More

Acquisition Gateway

hallways.cap.gsa.gov

GSA Interact

interact.gsa.gov

IT Customer Services Center

Call us at 855-ITaid4u

Sun. 8:00 p.m. to Fri. 8:30 p.m.

ITCSC@gsa.gov

More Great ITC Sessions Not to Miss!

- **Alliant**
- **IT Schedule 70 Overview**
- **IT Solutions Navigator**